

Veggie Rx Call

May 18, 2017

Attendees:

Kaely Summers, Adelante Mujeres
Sarah Sullivan, Gorge Grown Food Network
Jess Weiland, HDEFA
Katie Furia, Farmers Market Fund
Lauren Lubowicki, Zenger Farm
Eecole Copen, OHSU

Lexi Stickel, Marion Polk Food Share
Hannah Ancel, Jackson Care Connect
Harry McCormack, Ten Rivers Food Web
Regan Emmons, Rogue Valley Food
Systems Network
Anya Moucha (staff support)

MINUTES

Review OCFSN Convening

Yesenia is not on this call, but HCWH is interested in making a guide or toolkit for how to navigate reimbursement process for Medicare and Medicaid

Kaiser said they might be interested in matching grant funds that we get.

Katie noted that Farmers Market Fund has been in meetings with Kaiser about incorporating funding for Veggie Rx in their next FINI program. She has chatted with Kaely about how farmers markets run, etc. Kaiser is very interested in funding something related to Veggie Rx, but don't know any details about where, when, or how much.

Kaely brought up the topic of evaluation. The past few years have been trying to collaborate on how to collect the same/similar data, and got closer to this in 2016. A PDF with this information went out recently. Eecole had collected all this information and aggregated it into a format that is useful to people. Eecole will distribute it to the group again. Kaely explained the PDF and noted that it needs to be updated (has statistics and contact info for each of the programs). Maybe helpful if planning a new program, or if you're seasoned, for reaching out and getting ideas for new programs. Understanding what's happening across the state and leveraging partners in your area to show impact.

Evaluation questions for the 2017 season

Eecole shared her idea to whittling down Betty Izumi's survey to 5-7 questions to make it super simple and shorter. She also talked to Liz Adams who has set up an IRB approved research project. She said we could amend the IRB proposal to include other people's data as long as it is anonymous. Thus if you ask these questions, you could send these responses back to be included in the survey. She said it is good to have the same questions as pre/post so that you can track changes.

There will be a question on how many servings of fruits and veggies do you eat each day? The problem is that sometimes people have a hard time knowing how much a serving of fruit or

vegetables is, even though there are examples given. Kaely noted that a lot of surveys are given over the phone. Maybe if they were in person, the clinician could have flash cards so that people could get an idea in their head of the size of a serving.

Liz and Eecole talked about keeping these questions, and when the program is done, asking “how did this program affect your consumption of fruit and veggies?”

We also want to include some type of question on ‘attitude towards vegetables’, such as:

- “Overall how happy are you with your life these days?” (with scale of answers)
- “How much do you like fruit/vegetables?” (Scale of answers: not very much, a little, a lot)

We can decide how many questions we want to ask (for example, do we want to ask 1 or 2 questions on the attitudes).

Food insecurity screening questions. If everyone just asks that, and 5-7 questions of the ones just mentioned. And the post questions. Eecole has those all spelled out on a document.

Sarah Sullivan recently learned from Lauren Kraemer (OSU Extension) that they’ve been having a lot of success evaluating increased consumption in fruit/veggies by having people take photos instead of having to describe in “servings” etc. This is called the Photo Voice project. It’s been interesting, especially for smaller programs.

Eecole agreed that this is very interesting, but noted that patients have to do recording at home, instead of just being able to ask while you have them in the office. This may lower the number of people who respond.

Sarah doesn’t think many of their providers would be willing to ask many or any questions because they are spread too thin, although this would vary by clinic. In the Gorge, they even have trouble with some clinics writing down how many vouchers they gave out and to what families.

Eecole suggested that we make it more formalized, by giving providers a packet, and calling it a research project. Would providers be more willing to participate?

Hannah thinks the proposed questions are spot on. Jackson Care Connect has been revising their questions and whittling it down. They pretty much selected the questions that Eecole is proposing (consumption, one about social/emotional), but could certainly compare/contrast more closely. Hannah requested that Eecole send the notes. With collaborative program in Jackson co, they have own survey, but could probably easily replace with the one eecole is proposing. Returning pre/post survey is an expectation down there for providers to be able to participate in the program.

Eecole asked what their happiness questions are.

Hannah said they pulled a couple from overall health perception, social connectedness, vitality, and they are connected to another program in their YMCA. She is happy to share information.

Kaely said they have already started implementing their program for 2017. They just had orientation and asked participants the two food security questions, a happiness question, and a question on vegetables and fruits. They did not ask “how much do you like fruit and vegetables” or “how satisfied are you with life” in the pre-survey, but are happy to ask it in the post. They can

also ask how much the program influenced consumption. Knowing that there may be funding thru SNAP in the future, they asked how many people were enrolled in SNAP and WIC. If not enrolled, why not (if they were comfortable sharing). Found in some areas, staff weren't receptive of new clients coming in, some misinformation, etc. tried to intervene if there were some people who were eligible. What are some other long-term resources?

Eecole asked how they would know if they were SNAP eligible.

Kaely said they asked participants if they are currently enrolled. If not, they asked if it was because they haven't tried or is it because they don't know much about it. Staff then made notes for later to work with them. They assumed that most clientele is low income from the get-go (because it was an eligibility requirement with the clinic). Participants could self-select for that. They have already picked their clients for this year and they already got the survey, but they can ask these questions in the post survey.

Eecole noted that whatever data we can get will be great.

Hannah asked that Eecole send survey soon. They are emailing their pre-survey to clients next week and would like to be able to review beforehand.

Lexi noted that Marion Polk Food Share is in the same situation as Kaely. They already sent out pre-survey questions (same questions as Kaely), and are slowly getting responses back. They didn't include a question about attitudes toward produce. They did ask about SNAP and WIC and food security (because they ask about income on enrollment form). Their pre-survey is 10 questions long. One question is kind of related to attitude: "are they interested in increasing their consumption". While they can still edit the post survey, it is too late for pre-survey 2017.

Sarah said Gorge Grown had an OSU MPH student develop a survey specifically around mental health/stress. Some questions might be helpful to the group such as: "during the past 30 days, for how many days did your feelings keep you doing your usual activities, etc". Sarah will send the questions to the group. Gorge Grown is not sure how they will implement the survey.

Sarah also has a survey to evaluate provider experience.

Bridges to health has a pretty long survey on clients around food and security.

There is gadget that can measure skin beta carotene (antioxidants) that result from eating fruits/veggies. Eecole heard about it and is excited to explore some more.

Eecole thought about including depression questions, but the problem is that some programs are only 2 weeks or 4 weeks in duration. Are we really going to heal depression in 4 weeks? Need to think about what we are actually going to measure. Might work better in the Gorge because their program is longer and might show more result. That's why Eecole included "happiness" question instead of "depression" question.

Beta carotene measurement tool is simple device where patient puts finger into device and it quickly shows them their levels. Can do quick check in at a farmers market or clinic, etc. Pretty fast, simple, painless.

Lauren Lubowicki said Zenger Farm looked into it and it costs about \$200. The ones that are currently out are \$15,000. There is a new version, which has not been released, meant for individuals (set to be out in July, about \$200/piece).

Also assumed that each organization participating in this will collect some basics (such as percentage of vouchers redeemed by client/families, total dollars redeemed, zip codes, etc). These are more about more internal tracking, they are not survey questions that you ask a family). These statistics will be helpful to look at total impact across a state.

Eecole will send specific questions out and asks that people confirm with Eecole if they are planning on using these questions (or if you can't commit to pre/post survey questions, but can commit to sharing dollar amount, number of people served, zip codes, etc, then check in with Kaely or Eecole).

Veggie Rx goals for 2017

Kaely noted that there will be no update on the FMPP grant until end of August or early September.

What do we want to accomplish in this group? Do we want to work on a specific project or just be a support system for each other?

Sarah Sullivan got an email today from HCWH and shared that they are putting a lot of energy into food access programs. Yesenia could tell us more, but it sounds like in the next few years they want to work on "catalyzing health care in healthy food systems." There is a list of initiatives that they are taking in next few years (including national convening).

HCWH is currently developing a toolkit for nonprofit hospitals interested in helping local food systems. It is still in draft form, but it lists the best practices around the nation. If you would like to see a copy, just let Sarah know.

Kaely is hoping to have meeting with Yesenia to get clarity on this and can share back her findings to the group.

Eecole noted that the toolkit seems to be specifically for hospitals, but there might be a lot that we can pull from it to create an Oregon toolkit.

Kaely can send out this draft format to the group, but noted that it is not ready for public sharing yet.

Jess likes the idea of developing a toolkit for the group. HDEFA doesn't have a program yet, but they are interested. She asked if there is an expanded version of the spreadsheet.

Kaely noted that Eecole's survey from last year included more details. They have a larger spreadsheet with this additional data that they can share if that would be helpful.

Jess said that would be a great start.

Eecole can send out the full report from the survey to everyone.

Eecole is excited about HCWH's involvement in OCFSN and Yesenia's excitement to use flexible spending waiver for Medicare patients. She is also excited about Lynn Knox's idea to create relationships with banks or grantors to use money to prepay for vouchers and then get reimbursed by Medicare. Not really something the group can work on, but helpful for the group to have.

Kaely noted that one of her shorter term goals is getting word out about these programs. In 2016 they finished an in-depth interview with their participants. Got a lot of rich stories from that. Sarah also got that from the photo voice project. Their consultant mentioned that she could help with OPB's Think Out Loud to pitch Veggie Rx across the state. Would be powerful to give them contacts from programs across the state. Not sure what this would look like: maybe interview a doctor, participants, and someone from program. Hopefully this would help everyone gain traction.

Eecole is wondering if HCWH is thinking about making a toolkit on "how to have a program": here's how you can get your funding, here's some survey questions, etc. Maybe we're still too much in the process of developing ourselves to be able to develop this toolkit.

Kaely noted that they asked for funding in FMPP application to help develop that and pay for staff time to help develop this.

Could Veggie Rx team hire Ryan and Nikole to specifically work on Veggie Rx messaging? How much would this cost? Anya will follow up with Full Focus to ask how much this would cost.

Regular call schedule

Eecole votes for every other month (or even every month).

Anya can create a form to help find a date/time that works. She will include a question about frequency in survey to group.

Jess Weiland is also supportive of calls every other month.